

Yang Wang

Temple University, Dept. of Marketing & Supply Chain Mgmt.
Fox School of Business, 513 Alter Hall, Philadelphia, PA 19122

☎(702) 530-9264 ✉yangwang@temple.edu

🌐yangwangresearch.com

Updated: April 13, 2021

- academic appointments** Assistant Professor of Marketing, Temple University, 7/2019–Present
Assistant Professor of Marketing, University of Texas at El Paso, 6/2016–7/2019
- research expertise** *Substantive domains:* online reviews, pricing, advertising, branding, platforms
Methods: causal inference, state space models, unstructured data (text, audio, video), machine learning, networks, web scraping, analytical modeling
- education** Ph.D, Marketing, Rice University, 2016
MBA, University of Nevada at Las Vegas, 2010
B.S., Magna Cum Laude, Hospitality Administration, University of Nevada at Las Vegas, 2008
- published articles** **Wang, Y.**, Chaudhry, A. (2018), "When and how managers' responses to online reviews affect subsequent reviews," *Journal of Marketing Research* (Lead Article). <https://journals.sagepub.com/doi/abs/10.1509/jmr.15.0511>
Manis, KT, **Wang, Y.**, Chaudhry, A., "5 principles for responding to customer reviews." (2020) *Harvard Business Review*. <https://hbr.org/2020/05/5-principles-for-responding-to-customer-reviews>
- working papers** **Wang, Y.**, Wang, Y., Luo, X., Wang, X. (working paper) "Evaluating the Impact of UX Design Using RDD: the Case of Chatbot Disambiguation Dialogues" Re-submitted to *Information Systems Research*. https://www.dropbox.com/s/ttfoudkgn8lotjq/govchatbot_final.pdf?dl=0
Chen, H., Luo, X., Xue, H., **Wang, Y.**, Li, Y. (working paper) "Advertising algorithm versus human curation: exploitation versus exploration of customer preferences and hybrid sequential advertising"
Wang, Y., Chaudhry, A., Pazgal, A. (working paper) "Do online reviews improve product quality? Evidence from hotel reviews on travel sites." https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3238510
Wang, Y., Luo, X., Lin, Z. (working paper) "Too little or too much seller assortment: the effects on buyers' purchase probabilities in a food sharing platform." https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3493371

Wang, Y. (working paper), "(Sub)optimality of managerial dynamic pricing in a competitive oligopoly." https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2518006

Chaudhry, A., **Wang, Y.** (working paper), "Telling a story about the story: how trailer design elements predicts box office performance." Email for draft

Ngo, V., **Wang, Y.**, Chen, H., Luo, X. (working paper) "Crowdedness as the Missing Link between Shelter-In-Place and the Spread of COVID-19" <https://papers.ssrn.com/abstract=3634613>

pre-
manuscript
projects

Wang, Y., Chaudhry, A., Ouyang, E., Luo, X. "Social encouragement and livestreaming engagement" *Manuscript in preparation*

Wang, Y., Qin, M., Luo, X. "Robust causal dynamic optimization: Augmenting deep reinforcement learning with DeepIV"

Wang, Y., "Uber's market entry impact on property values"

Wang, Y., Qin, M., Kou, Y., Luo, X. "When corporate social advocacy helps and hurts: evidence from firms' BLM support on Instagram"

Hu, E., Jackson, R., **Wang, Y.** "How risk reminders and UX frictions to trading improve retail trader welfare: Evidence from a large scale field experiment"

Wang, Y., Chaudhry, A., "Branding strategy, reputation, and location choice in food service entrepreneurs."

honors

UTEP CoBA Outstanding Research Award, 2018

UTEP Marketing and Management Dept. Outstanding Research Award, 2018

AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014

ISMS Doctoral Consortium Fellow, Emory University, 2014

Structural Econometrics Workshop Fellow, Duke University, 2013

ISMS Doctoral Consortium Fellow, Boston University, 2012

UH Doctoral Symposium Fellow, University of Houston, 2012

ISMS Doctoral Consortium Fellow, Rice University, 2011

Doctoral stipend recipient, Rice University, 2010-2016

MGM Mirage Continuing Education Grant, 2008-2009

National Merit Scholarship, UNLV, 2006-2008

Weinberger Hotel Scholarship, UNLV, 2006-2008

teaching

Principles of Marketing: Fall 2016, Spring 2017

Current topics in marketing: digital marketing and analytics: Spring 2017

Marketing Analytics (MBA): Fall 2017

Social media and data analytics: Spring 2018

Marketing Research: Fall 2018, Spring 2020

Customer Data Analytics: Fall 2021

Doctoral committee

Zeya He, 2020 (Tourism & Hospitality Mgmt.) - Placed at University of Houston

Jack Tong, 2021 - Placed at Nanyang Technological University

Partha Vuppalapaty, 2021 (DBA)

Han Chen, expected 2022

service

Committee member

Temple quant marketing PhD recruiting (2020)

Temple quant marketing faculty recruiting (2019)

UTEP Marketing faculty recruiting (2017)

Ad hoc reviewer:

Production and Operations Management (2015-Present)

Journal of Marketing Research (2019-Present)

Journal of Marketing (2019-Present)

Journal of Interactive Marketing (2021-Present)

Management Information Systems Quarterly (2020-Present)

International Journal of Hospitality Management (2019-Present)

Coordinator:

UTEP Dept. of Marketing and Management PhD brownbags (2016-2017)

industry

Cangrade Consulting (2021-Present)

Consulting R&D Scientist: Lead applied machine learning and natural language processing R&D efforts in the HR domain for Fortune 500 clients.

Cangrade (2013-2020)

SVP of Science

Las Vegas Sands (2009-2010)

Revenue management analyst

Resort services analyst

MGM Grand Las Vegas (2007-2009)

Channel distribution specialist

Inventory specialist

computing

Skills: Python, Julia, R, MATLAB, STATA, VBA, SPSS, SAS, LaTeX, Tensorflow, PyTorch, Keras, PostgreSQL, AWS (EC2, S3), StarCluster, Linux, Mathematica, web crawling

personal

US citizen, married, dog-parent, native English speaker, native Mandarin speaker, decent violinist (back in the day)

references

Amit Pazgal, Friedkin Chair in Management and Professor of Marketing and Operations Management, Rice University
✉ pazgal@rice.edu ☎ (713) 348-5404

Wagner Kamakura, Jesse H. Jones Professor of Marketing, Rice University
✉ kamakura@rice.edu ☎ (713) 348-6307

Ajay Kalra, Herbert S. Autrey Professor of Marketing, Rice University
✉ ajay.kalra@rice.edu ☎ (713) 348-2387

Sharad Borle, Associate Professor of Marketing, Rice University
✉ sborle@rice.edu ☎ (713) 348-4349

Xueming Luo, Charles Gilliland Distinguished Chaired Professor of Marketing, Strategy, and MIS, Temple University
✉ xueming.luo@temple.edu ☎ (215) 204-4224